

5'-CCCGGGGGTCCTGGAAGCCACAAGGTAAACACAACACATCCCCCTCCTTGACTATGCAATTTTACTA
 GAGGATGTGGTGGGAAAACCATTATTTGATATTAACAAATAGGCTTGGGATGGAGTAGGATGCAAGCT
 CCCAGGAAAGTTTAAGATAAACCTGAGACTTAAAGGGTGTTAAGAGTGGCAGCCTAGGGAATTTATC
 CCGGACTCCGGGGGAGGGGGCAGAGTCACCAGCCTCTGCATTTAGGGATTCTCCGAGGAAAAGTGTGAGA
^{AP-2}
 ACGGCTGCAGGCAACCCAGGCGTCCCGGCGCTAGGAGGGACGACCCAGGCCTGCGCGAAGAGAGGGAGAA
 AGTGAAGCTGGGAGTTGCCGACTCCAGACTTCGTTGGAATGCAGTTGGAGGGGGCGAGCTGGGAGCGCG
^{CCAAT box} ^{Ets TATA}
 CTTGCTCCAATCACAGGAGAAGGAGGAGGTGGAGGAGGAGGGCTGCTTGAGGAAGTATAAGAATGAAGT
 TGTGAAGCTGAGATTCCCCTCCATTGGGACCGGAGAAACCAGGGGAGCCCCCGGGCAGCCGCGCGCCCC
^{Δ+1}
 TTCCACGGGGCCCTTTACTGCGCCGCGCGCCCGGCCCCCACC-3'

HER2/neu Promoter Elements

TATA: TBP/TFIID

Ets: ESX, perhaps also PEA3,ERM

CCAAT box: NF-Y (also called CP1, CBF, EFl)

Fig. 1A



Fig. 1B

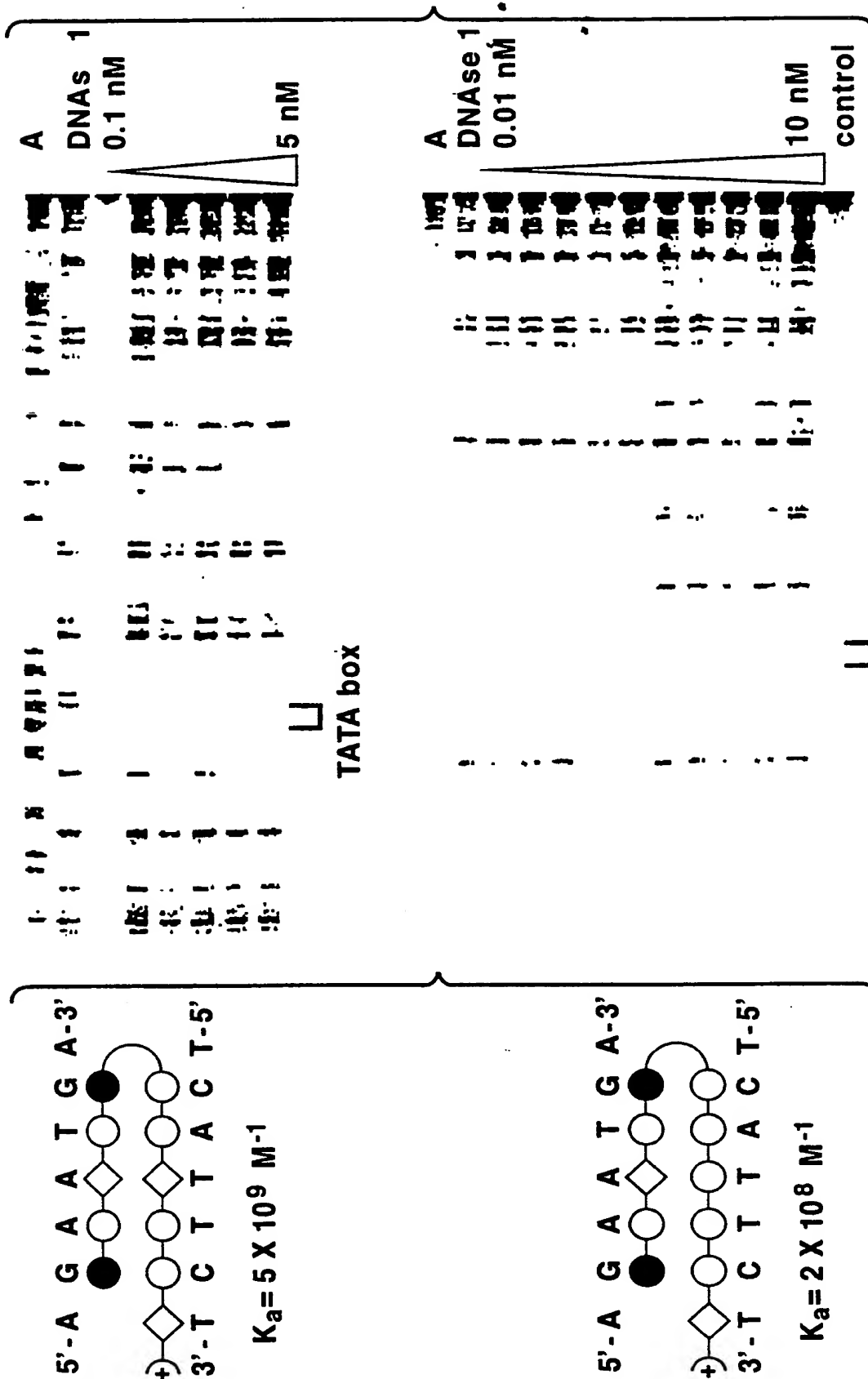
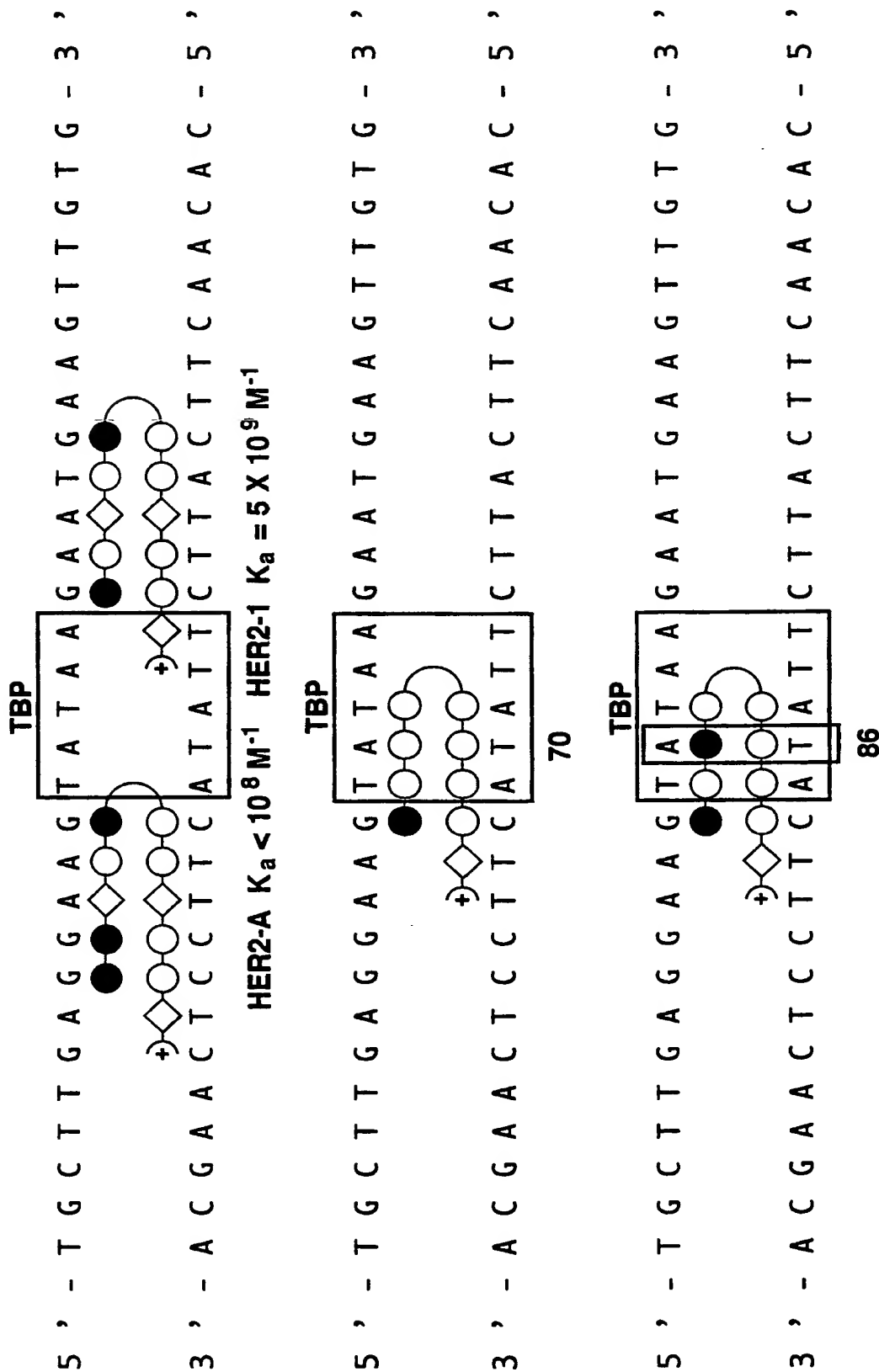


Fig. 2A

Fig. 2B

FIG. 3



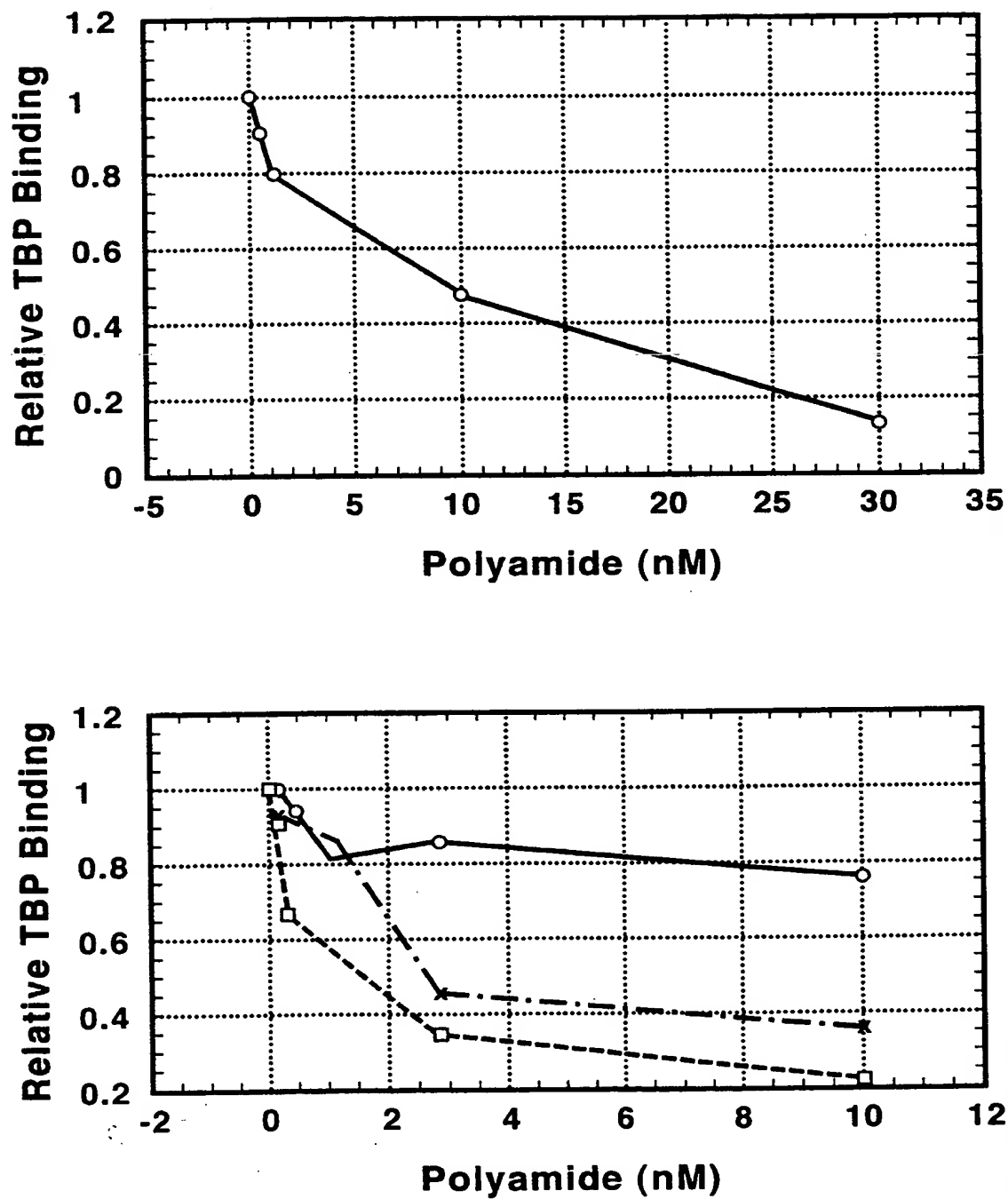
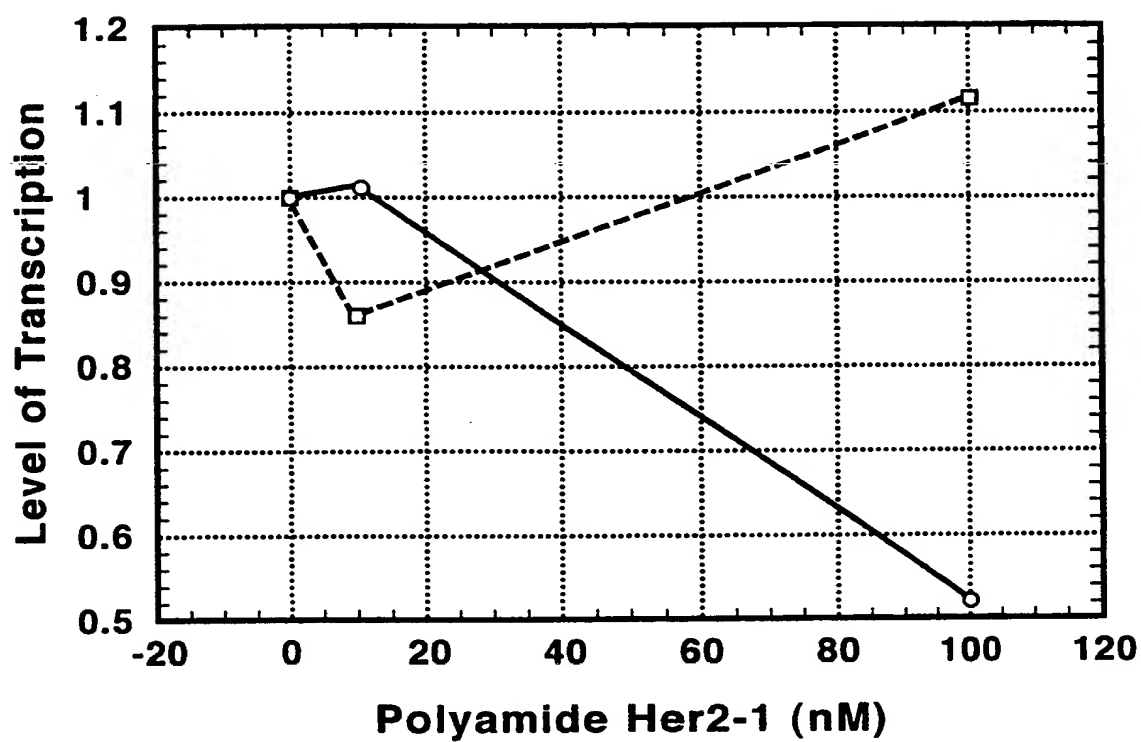


Fig. 4

**Fig. 5**

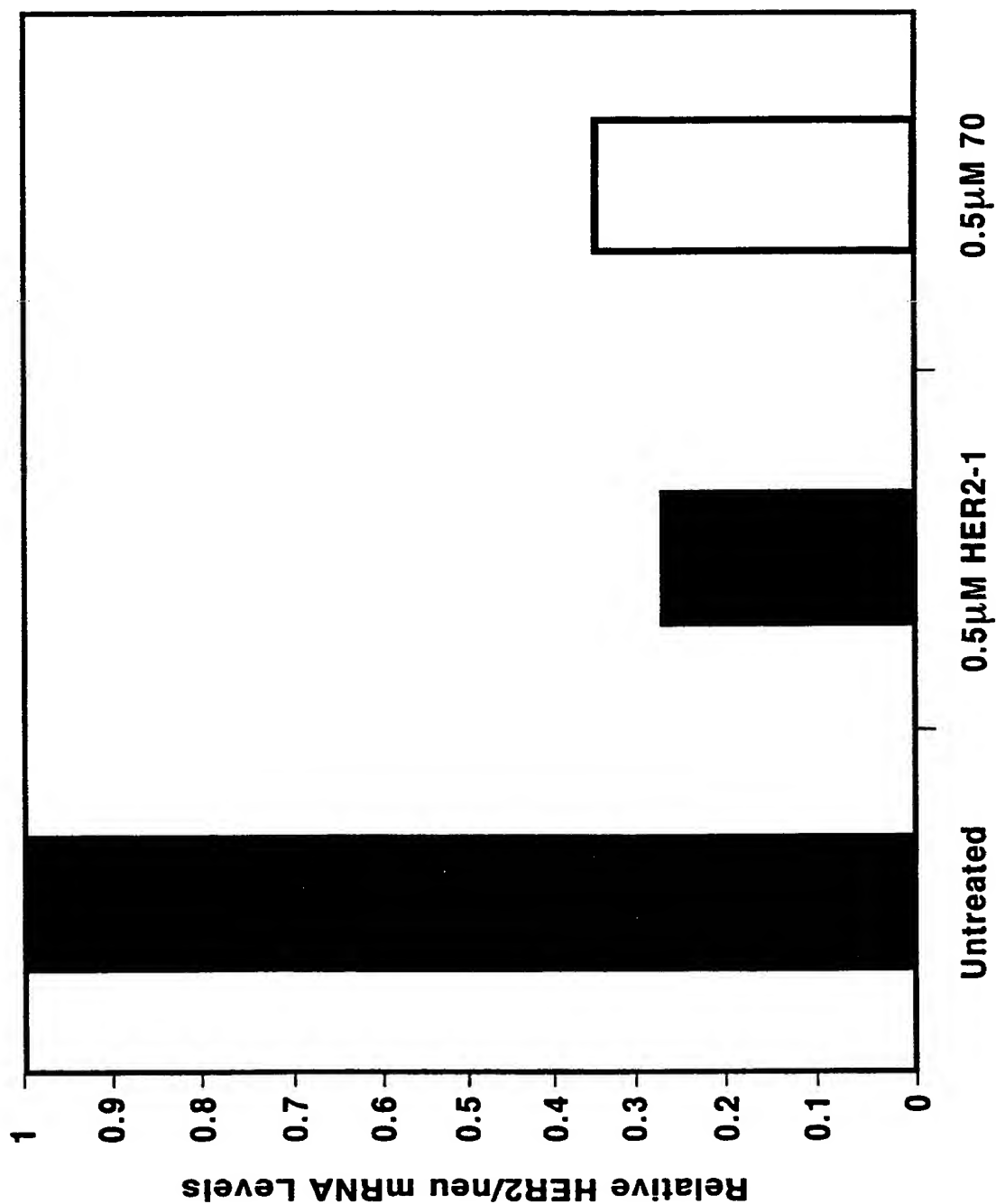


Fig. 6